

Hispanic
Quit Line Data Summary
October 1 - December 31, 2002

	Hispanic	State
Number of Calls to Quit Line	N = 82	N = 3,753
Percent of Statewide Calls	2.9%	100.0%
Percent of State Population in County¹	7.7%	100.0%

	Hispanic %	State %
Gender	N = 78	N = 3,291
Female	51.3%	61.0%
Male	48.7%	39.0%
Race/Ethnicity	N = 82	N = 2,816
Hispanic	100.0%	2.9%
Age	N = 72	N = 2,956
Less than 18 years old	13.9%	2.7%
18 - 24 years old	23.6%	14.4%
25 - 34 years old	22.2%	21.8%
35 - 44 years old	20.8%	25.9%
45 years and older	19.4%	35.1%
Education	N = 70	N = 2,860
Did not graduate high school	37.1%	18.4%
High school graduate	27.1%	33.3%
Some college/vocational school	22.9%	34.9%
College graduate	12.9%	13.5%
Caller Type	N = 79	N = 3,367
General Information	5.1%	11.2%
Health care provider	3.8%	2.9%
Tobacco user	91.1%	85.9%
Payer Type	N = 46	N = 2,129
Insured	23.9%	41.5%
Uninsured	41.3%	24.9%
Medicaid	34.8%	33.5%
Heard About	N = 72	N = 2,888
Past caller	11.1%	18.5%
Employer/worksites	1.4%	0.8%
Health care provider	27.8%	21.8%
Television	20.8%	18.4%
Outdoor advertisement (billboard/bus/wall)	5.6%	7.2%
Targeted mailing	0.0%	0.9%
Great Start	0.0%	0.1%
Radio	4.2%	2.2%
Newspaper/Magazine	1.4%	2.2%
Brochure/Newsletter	6.9%	6.2%
Family or friend	16.7%	17.9%
Health Department	0.0%	2.9%
School	4.2%	0.9%